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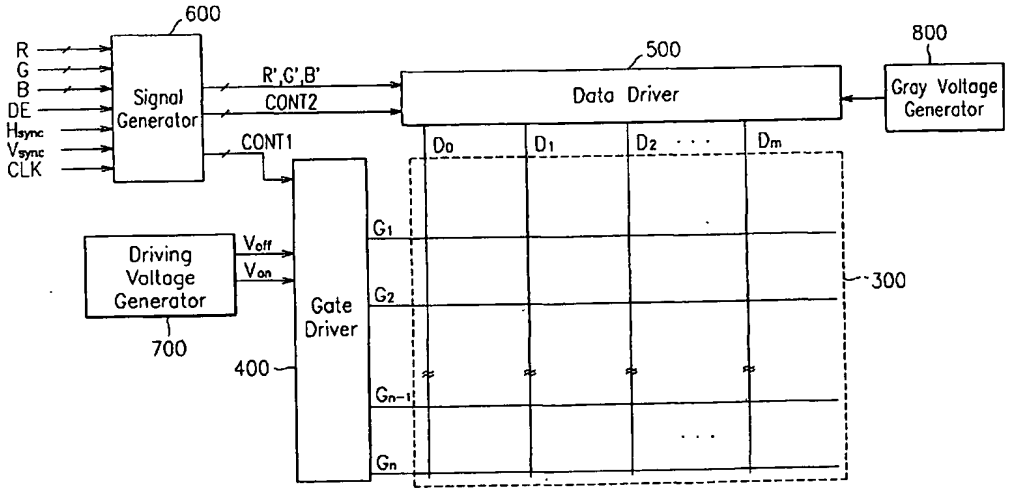
(54) Title: LIQUID CRYSTAL DISPLAY AND DRIVING METHOD THEREOF



(57) Abstract: A device of driving a liquid crystal display including a plurality of pixels connected to gate lines and data lines and arranged in a matrix is provided. The driving device includes: a gray voltage generator (800) generating a plurality of gray voltages; an image signal modifier (600) receiving first image signals for a pixel row and second image signals for a next pixel row, selecting modified image signal depending on the first image signals and the second image signals, and outputting the modified image signals; and a data driver (500) selecting data voltages from the gray voltages based on the modified image signals from the image signal modifier and applying the data voltages to the pixels.

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